

Fig. 1

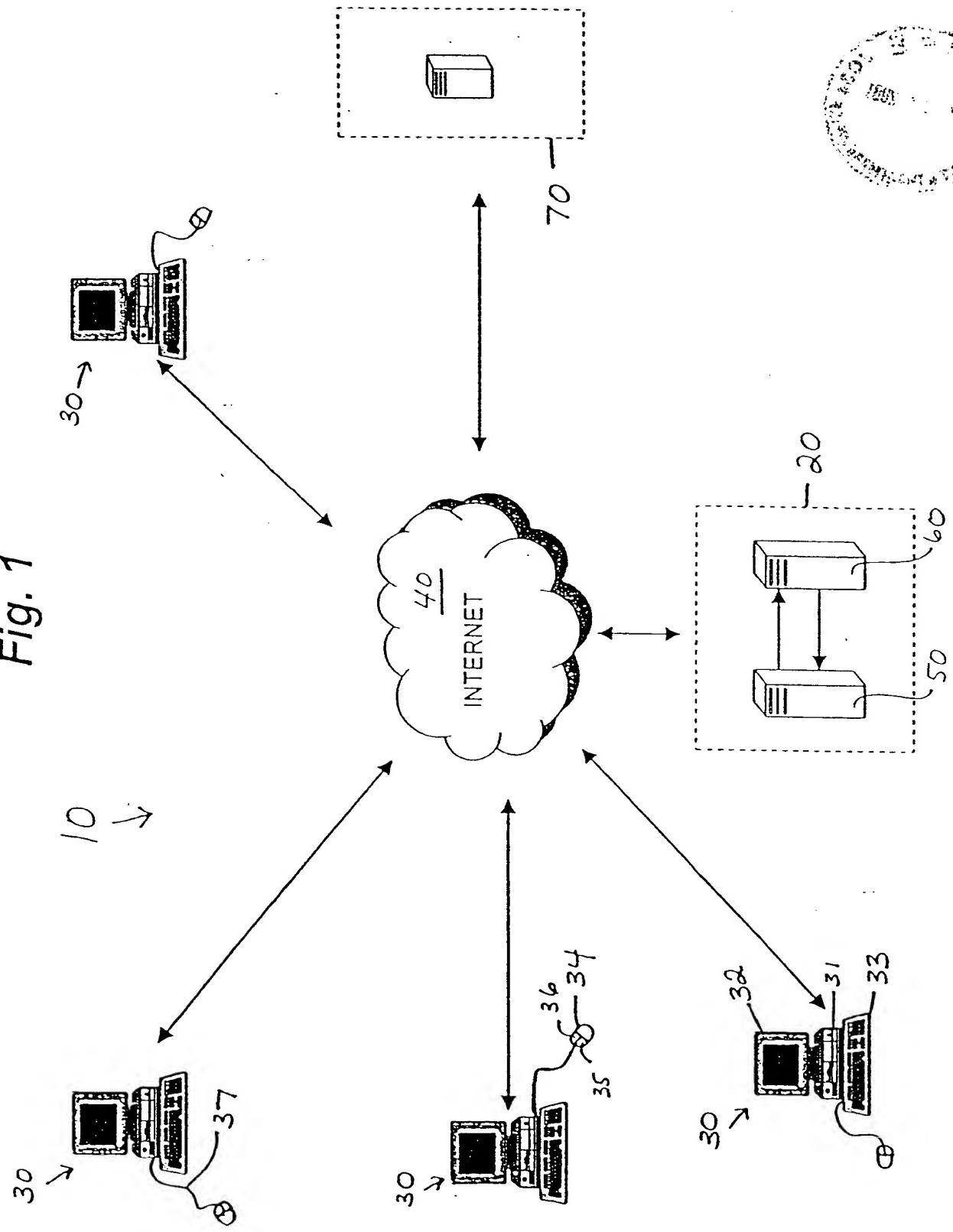


Fig. 2

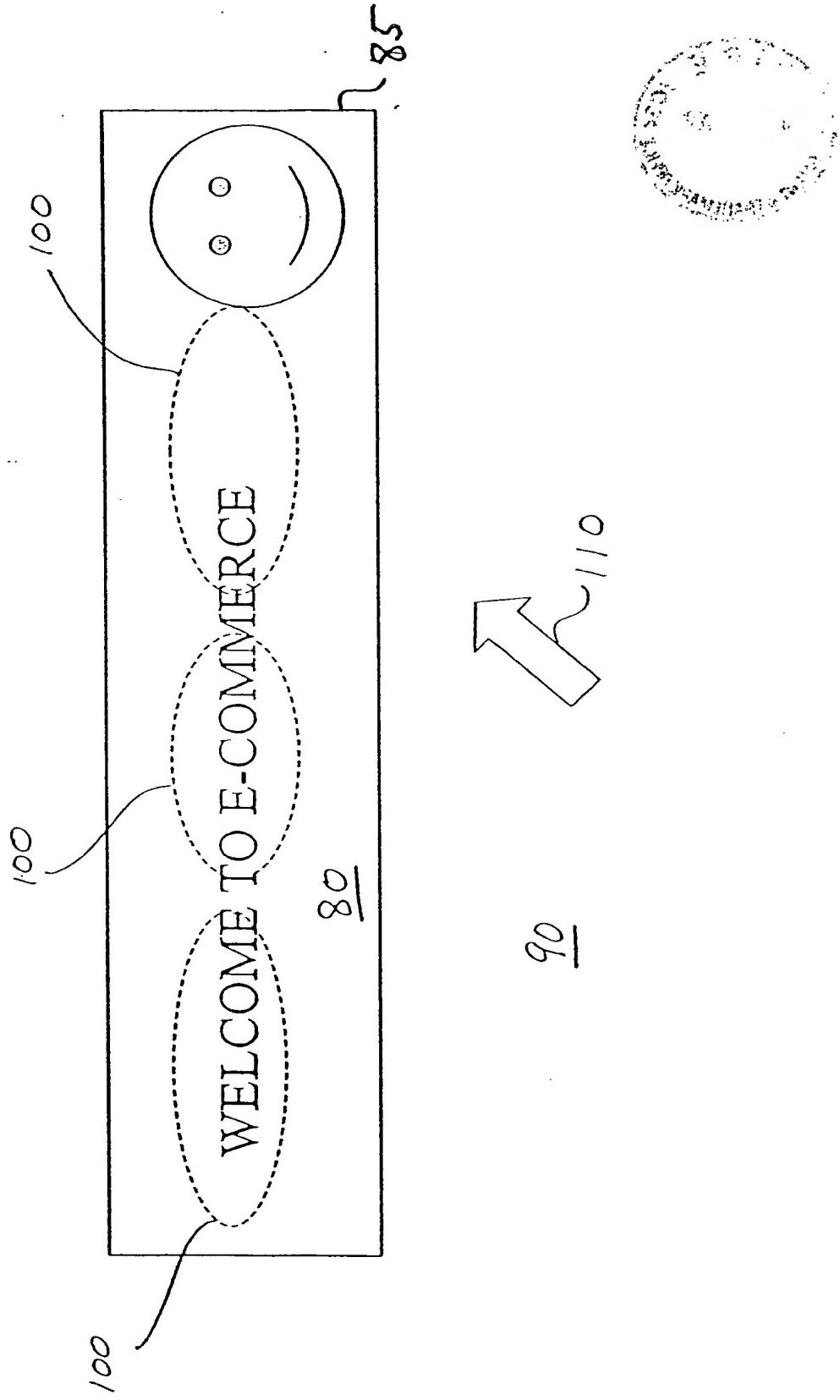
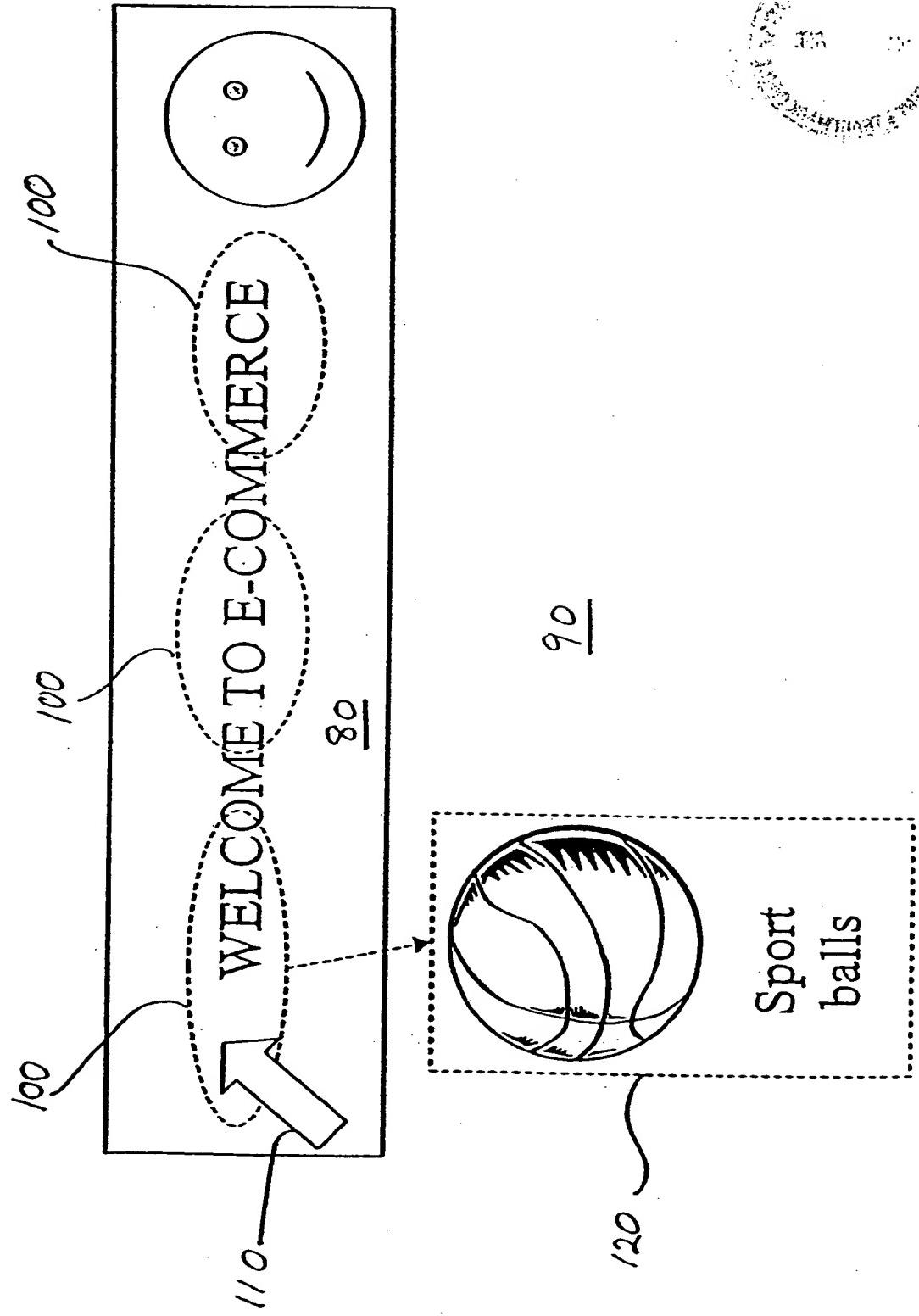


Fig. 3



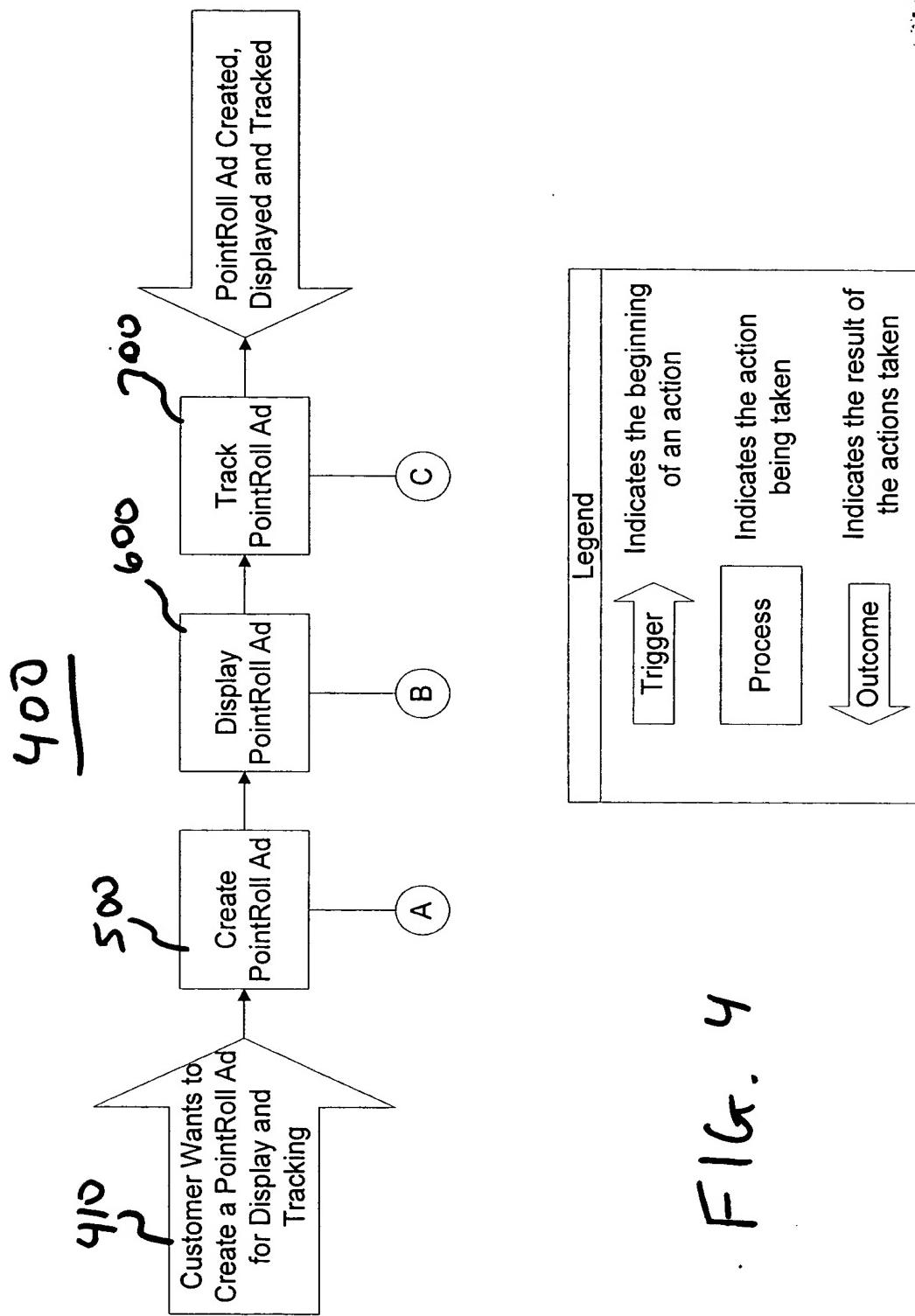


Fig. 4

PointRoll Administration Tool Overview

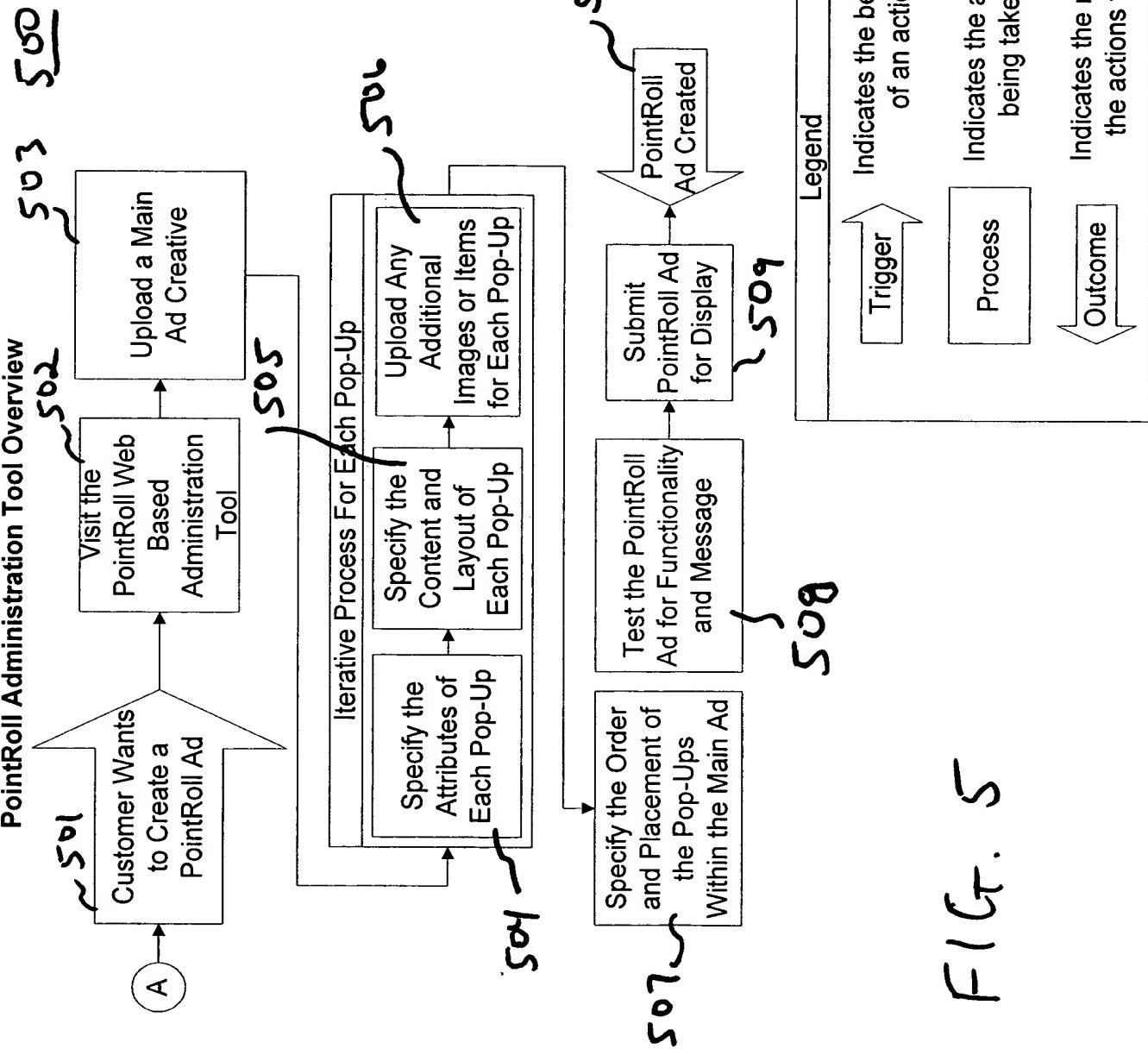
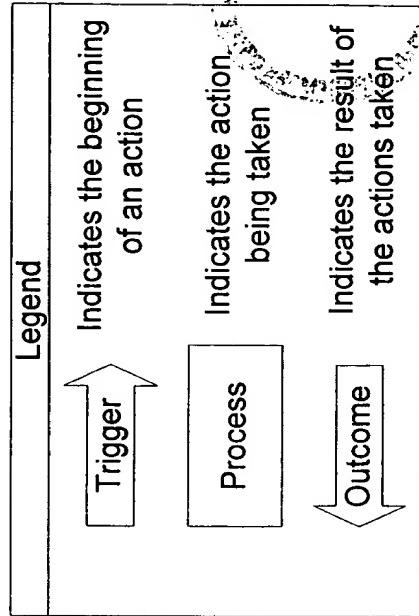
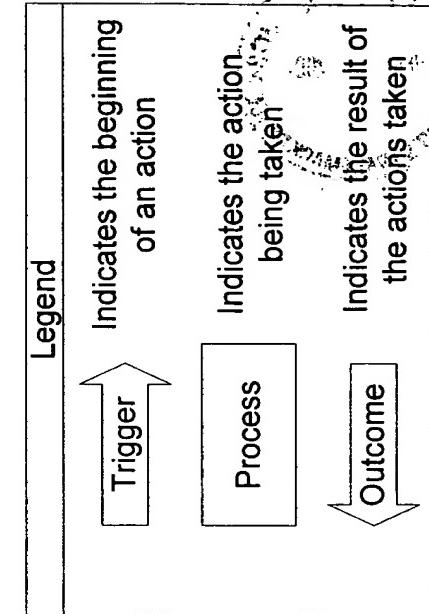
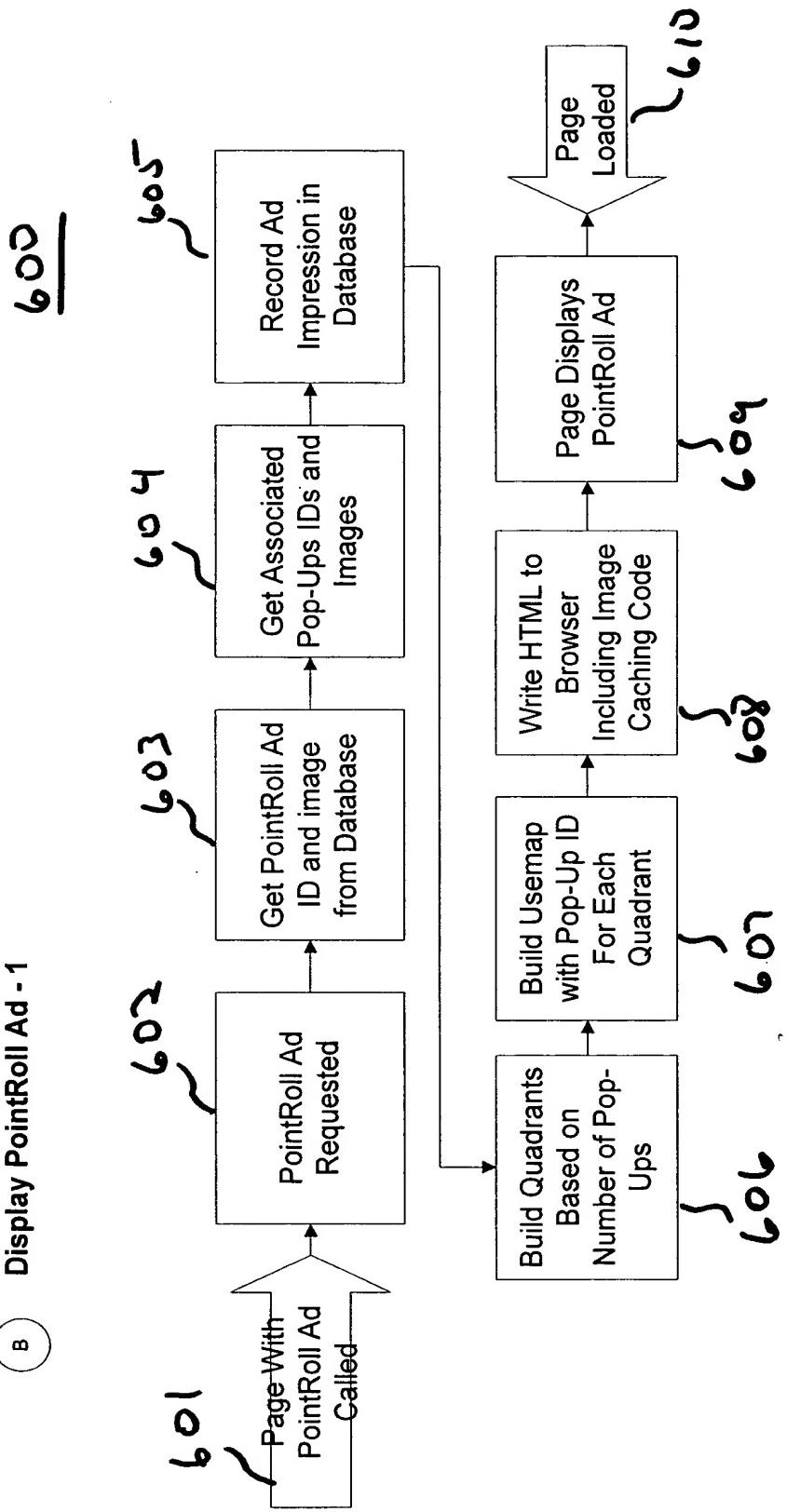


Fig. 5

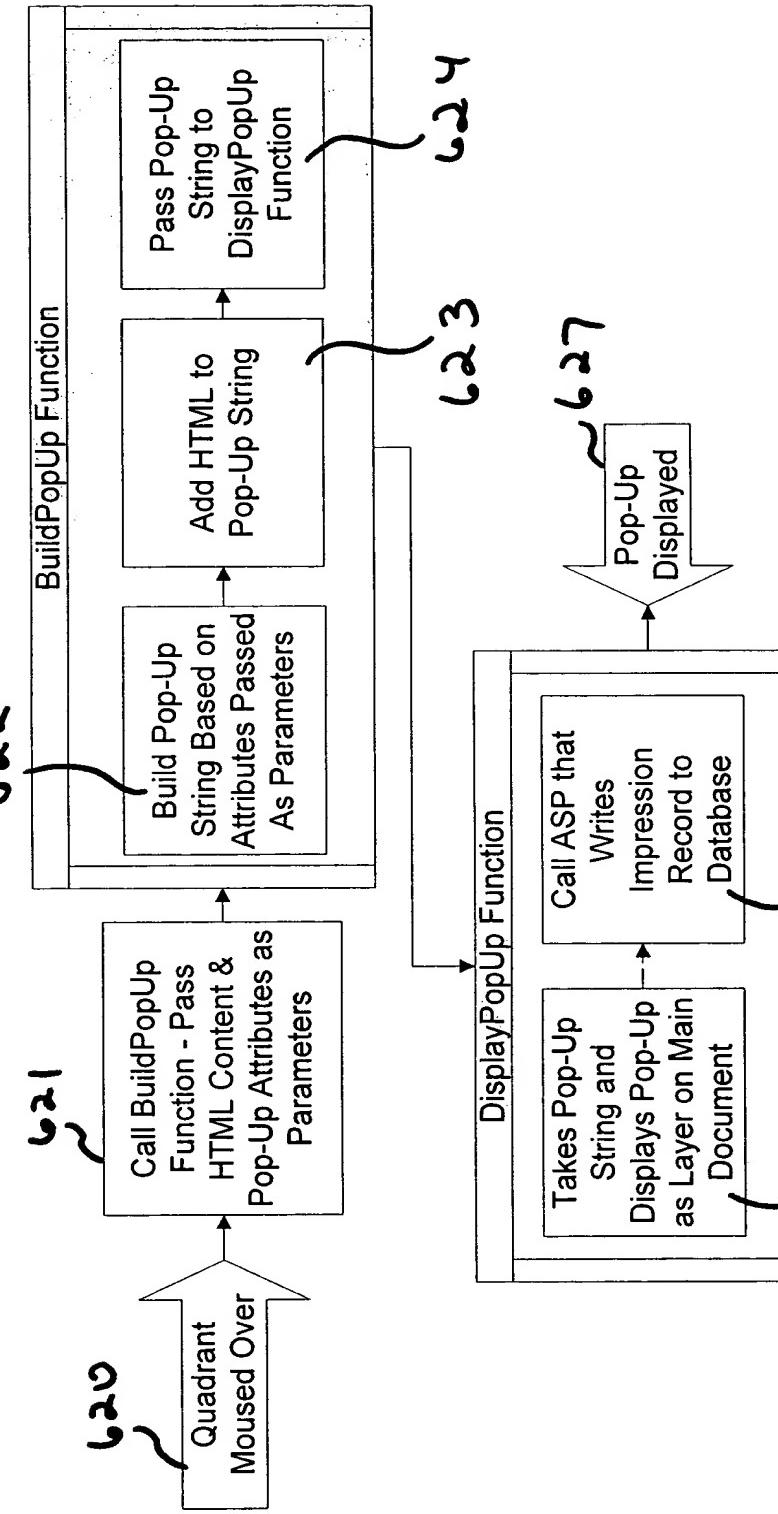


Display PointRoll Ad - 1

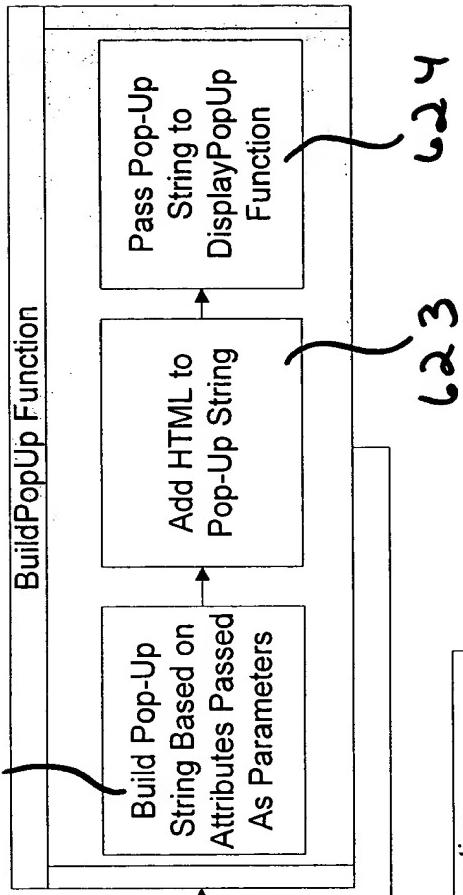


Display PointRoll Ad - 2

620



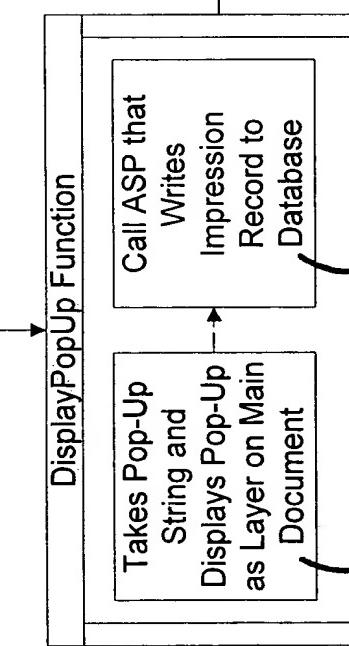
622



624

623

627



625

626

Legend

Trigger

Process

Outcome

Indicates the beginning of an action being taken

Indicates the result of the actions taken

F16r. 63

Display PointRoll Ad - 3

600

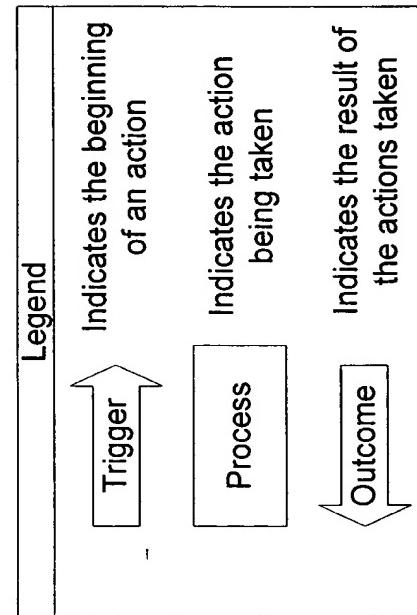
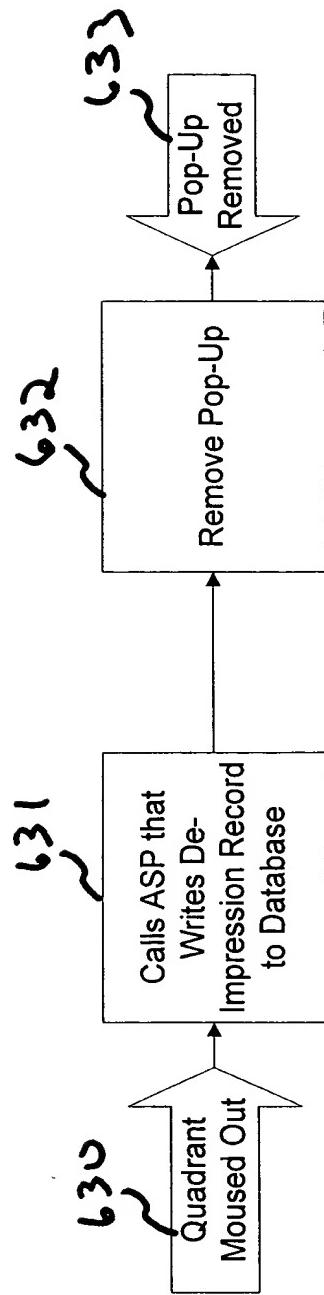
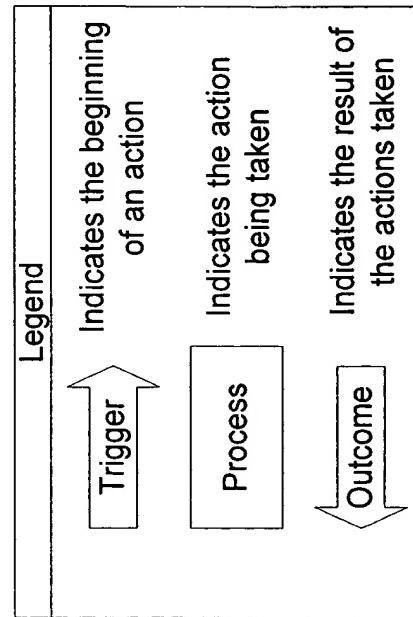
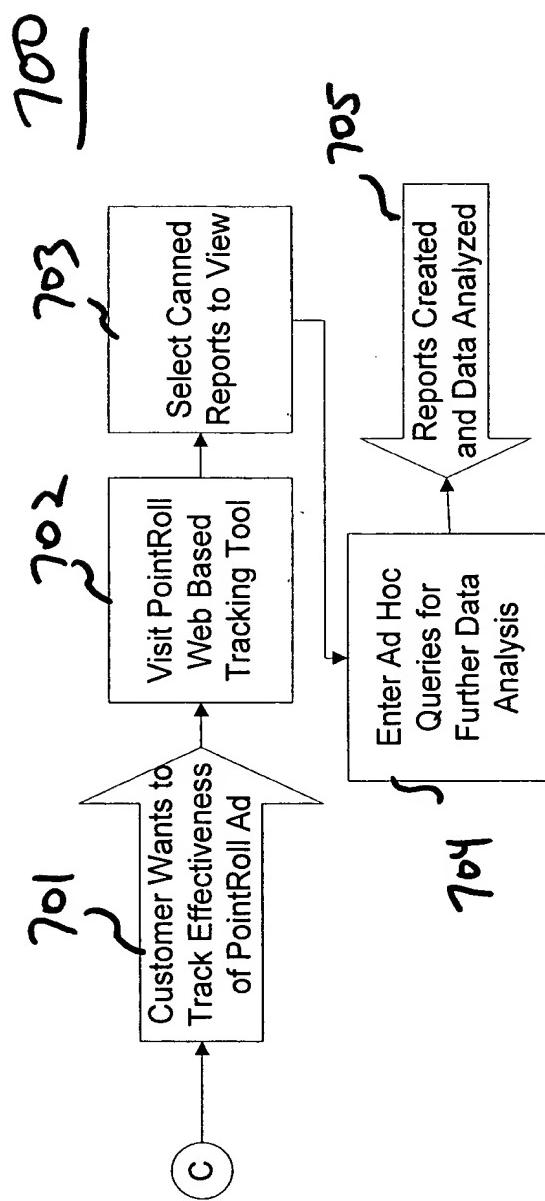


Fig. 6c



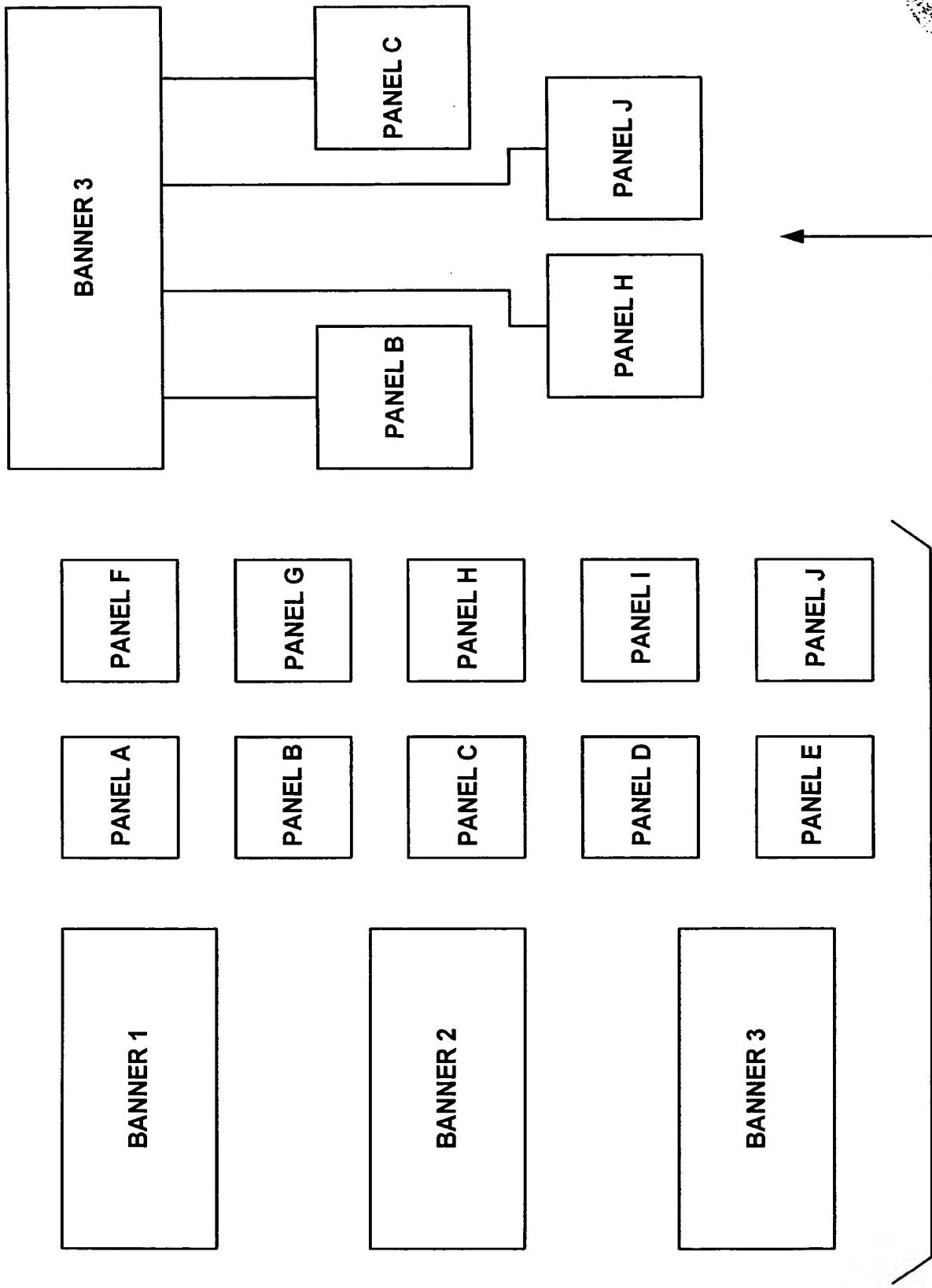
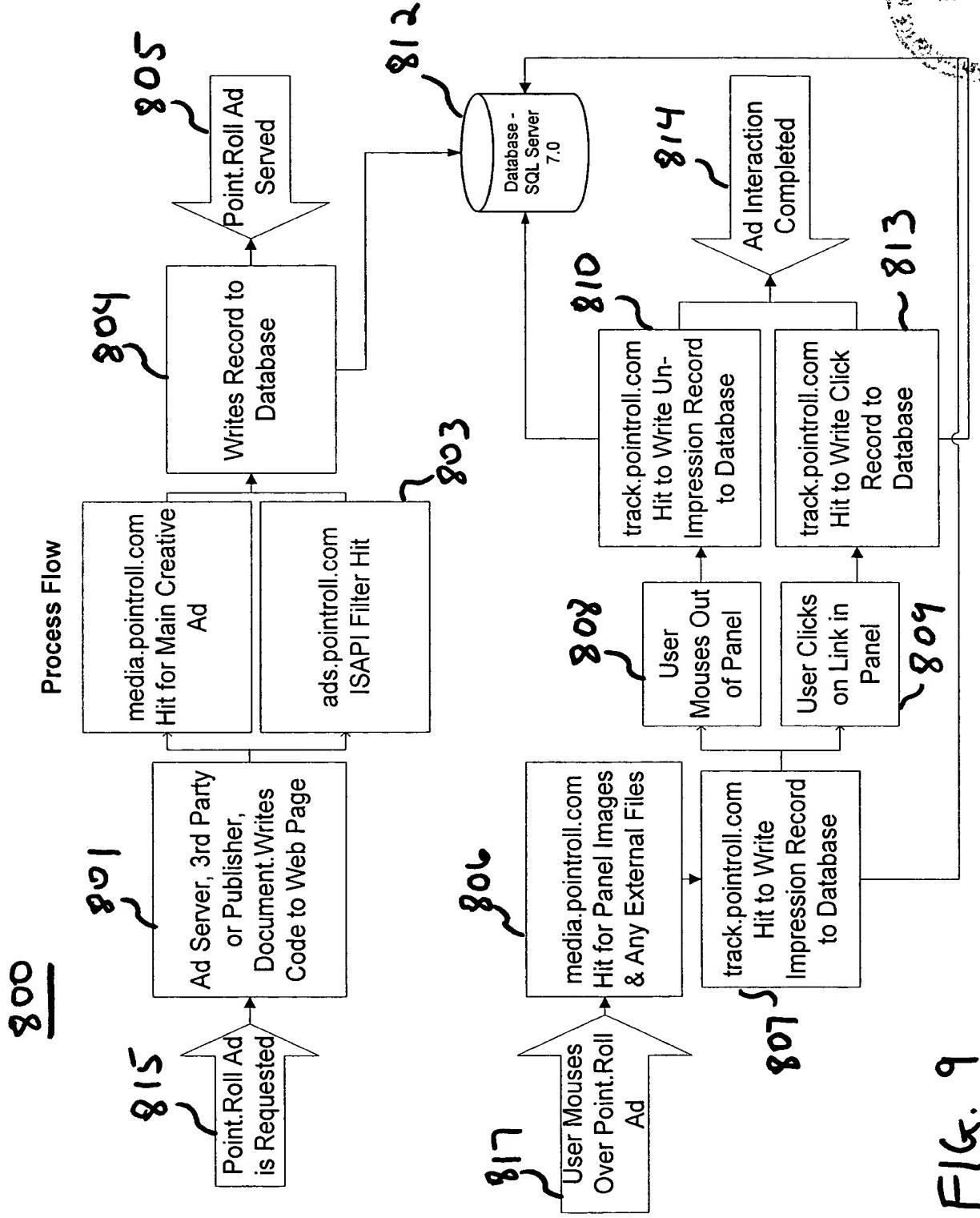


FIG. 8



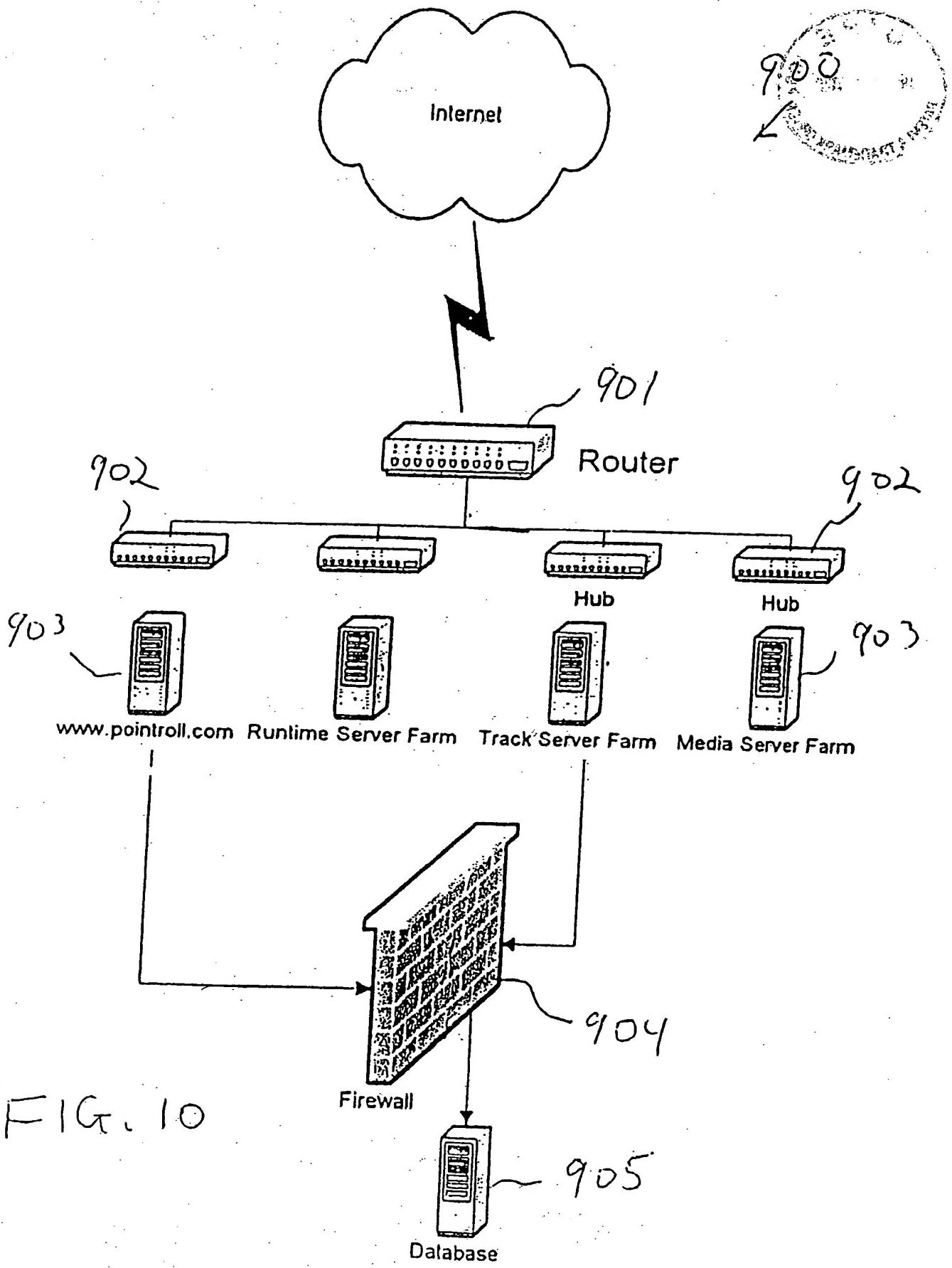


FIG. 10

